

IN THE CLAIMS

- AI
1. (Currently amended) A computerized method for updating user profiles comprising:
identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles of a set; and
notifying a user of the sets of other-user profiles of a set when one common interest profile has upon applying an update to the common interest of a set of user profiles.
 2. (Currently amended) The method as set forth in claim 1, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.
 3. (Currently amended) The method as set forth in claim 1, wherein the a common interest is selected from the group consisting of a types of programs, a genre, and a content of programs.
 4. (Currently amended) The method as set forth in claim 1, wherein notifying comprises sending a message the user informing users of the other user profiles of the update.
 5. (Currently amended) The method as set forth in claim 1, [[4,]] further comprising receiving an indication from the user to apply the update to the user profile of the user. each of the users of the other user profiles selecting whether the update is to occur.

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6. (Currently amended) The method as set forth in claim 1, wherein notifying comprises automatically updating the ~~other~~ user profiles of the user with the update.

7. (Currently amended) A computer readable medium comprising instructions which when executed in a processing system performs a method for updating user profiles comprising:

identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles of a set; and

notifying a user of the sets of other user profiles of a set when one common interest profile has upon applying an update to the common interest a set of user profiles.

8. (Currently amended) The computer readable medium as set forth in claim 7, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

9. (Currently amended) The computer readable medium as set forth in claim 7, wherein notifying comprises sending a message informing the user ~~users of the other user profiles~~ of the update.

10. (Currently amended) The computer readable medium as set forth in claim 7, 9, further comprising receiving an indication from the user to apply the update to the user profile of the user, each of the users of the other user profiles selecting whether the update is to occur.

11. (Currently amended) The computer readable medium as set forth in claim 7, wherein notifying comprises automatically updating the ~~other~~ user profiles of the user with the update.

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12. (Currently amended) An apparatus comprising:
a plurality of user profiles, the user profiles identifying at least one interest of a corresponding user;
an interest evaluation engine, the interest evaluation engine to identifying sets of user profiles of the plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles ~~of a set and to notifying a user of the sets of other~~ user profiles ~~of a set when one common interest profile has~~ upon applying an update to the common interest a set of user profiles.

13. (Original) The apparatus as set forth in claim 12, further comprising links establishing the sets of user profiles, the links identified according to the corresponding common interest.

14. (Currently amended) The apparatus as set forth in claim 12, wherein the interest evaluation engine notifies by sending a message informing the user ~~users of the other user profiles~~ of the update.

15. (Currently amended) The apparatus as set forth in claim 14, further comprises ~~comprising~~ an input device enabling the user ~~users of the other user profiles~~ to select whether the update is to occur.

16. (Currently amended) The apparatus as set forth in claim 12~~7~~, wherein the interest evaluation engine notifies by automatically updating the ~~other-user profiles~~ of the user with the update.

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17. (New) A system comprising:
a processor coupled to a memory through a bus; and

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a linking process executed from the memory by the processor to cause the processor to

identify sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles; and

notify a user of the set of user profiles upon applying an update to the common interest of a set of user profiles.

18. (New) The system as set forth in claim 17, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

19. (New) The system as set forth in claim 17, wherein the common interest is selected from the group consisting of a type of program, a genre, and a content of program.

20. (New) The system as set forth in claim 17, wherein notifying comprises sending a message the user of the update.

21. (New) The system of claim 17, wherein the linking process further causes the processor to receive an indication from the user to apply the update to the user profile of the user.

22. (New) The system as set forth in claim 17, wherein notifying comprises automatically updating the user profiles of the user with the update.

23. (New) An apparatus comprising:
means for identifying sets of user profiles of a plurality of user profiles in a multi-user broadcasting system, each user profile operable to allow a user to customize a viewing experience via the broadcasting system, each set of user profiles identified according to at least one common interest among the sets of user profiles; and

A2 means for notifying a user of the sets of user profiles upon applying an update to the common interest of a set of user profiles.

24. (New) The apparatus as set forth in claim 23, wherein identifying comprises linking each of the sets of user profiles having the at least one common interest.

25. (New) The apparatus as set forth in claim 23, wherein the means for notifying comprises sending a message the user of the update.

26. (New) The apparatus as set forth in claim 23, further comprising means for receiving an indication from the user to apply the update to the user profile of the user.

27. (New) The apparatus as set forth in claim 23, wherein the means for notifying comprises automatically updating the user profiles of the user with the update.
